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## American Businessmen Watching For Market Development in Africa

By REYNOLDS KNIGHT

While much world attention is being focused on the political development of Africa these days, American businessmen for their part are methodically studying the economic potential of this vast area and girding for possible stiff international competition in many of its new nations.

Africa's millions today may lack the purchasing power to

constitute a rich market for U.S.-made consumer goods. But if American interests and technical help can spur development by Africans of their sizable natural resources, that in turn will raise local incomes and create new markets for exported U.S. products.

ONLY IN recent months has the scope of African resources really been brought to light.

In West-Central Africa, for example, there are two vast iron ore deposits estimated to total more than 500-million tons of proven ore.

However, beclouding the outlook for U.S. participation in developing many of the new nations is competition from behind the Iron Curtain. Typically, in Communist-leaning Guinea, American businessmen who hope to receive a con-

cession to develop a vast or body are competing against Communist Poland for the bid

**OF PIPES 'N' SNUFF** — While cigarette sales have continued their upward swing, toward a likely record high in 1961, other tobacco products are showing signs of a resurgence after several years in the doldrums.

Pipe-smoking, roll-your-own cigarettes and snuff, each an industry leader in by-gone years, are making important gains, reports Brown & Williamson Tobacco Corp., a major manufacturer.

**THE COUNTRY'S** 8,500,000 pipe smokers, following the trend started by Sir Walter Raleigh in England 500 years ago, last year tamped in 55.8 million pounds of tobacco. This reversed a five-year trend. Contributing to the gain was an increase in the number of college men who now smoke pipes.

Roll-your-own cigarettes marked up important gains. Sales early this year were at an annual rate of 5,700,000 pounds of tobacco, up more than 10 per cent over 1960. An estimated 35 million pounds of snuff were sold last year to the nation's 6,000,000 snuff users.

**SIMPLIFIED PENS** — America is fast taking a new type of writing instrument to heart — or more correctly, to hand. It's the cartridge pen, marketed for the first time less than a decade ago and now accounting for approximately 35 per cent of all U.S. fountain pen sales.

What accounts for the cartridge pen's rapid rise in popularity? Simplicity, speed, and cleanliness of filling, says Sheaffer Pen Co. The pen is filled by merely unscrewing the nib, dropping a plastic cartridge containing ink into the barrel, then replacing the nib. Writing capacity, incidentally, is said to be greater than that of most standard type lever-fill pens.

As a measure of the pen's current popularity, consumers are reported buying Sheaffer cartridge pens at the rate of one every five seconds, 5 days and holidays included. Any way you figure it, that's better than six million pens a year.

**THINGS TO COME** — A radiation monitor you clip to your clothing like a fountain pen is going into production; it "chirps" and flashes a light when the wearer is exposed to dangerous radiation. A new two-way radio that can be installed in a car or truck in two minutes — and removed equally speedily — has been introduced by a North Carolina manufacturer.

For golfers, there's a new practice club that signals with a light and a clicking sound (battery-powered) when the club has been swung correctly. A novelty birthday greeting for classical music lovers is a record that plays "Happy Birthday to You" in the styles of eight great composers, including Bach, Beethoven, and Johann Strauss. For purifying of civic-operated swimming pools, or the one owned by "the man who has everything," a chemical company has developed a substitute for chlorine that reportedly has no odor and doesn't irritate the eyes.

**PROMOTIONS ALOFT** — Major airlines are waging an intensified battle to increase their passenger business. With nearly all carriers already promoting sumptuous menus, special baggage handling and supposedly beautiful stewardesses, some lines are now planning new homes to grab traffic from their competitors.

One transcontinental line has begun showing first-run motion pictures on its cross-country jet flights. Several lines are asking the government to let them fly passengers between 12 and 21 years of age at 50 per cent of usual first-class fares.

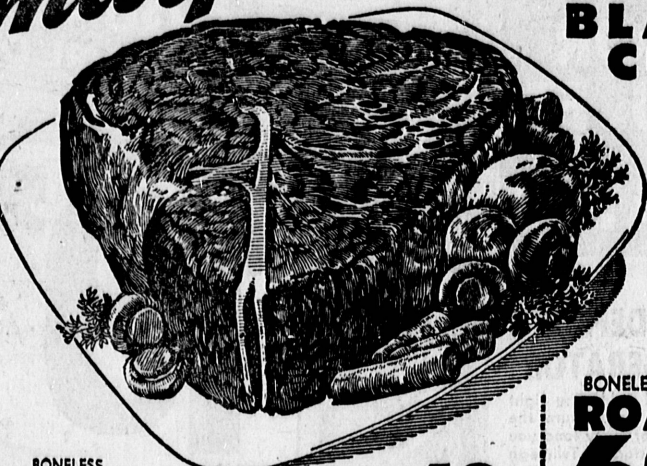
**BITS O' BUSINESS** — Mrs. Housewife will pay more for sardines — the domestic variety — in coming months; the poorest North Atlantic catch in decades has sent wholesale prices soaring. U.S. and Canadian steel mills in the first six months of 1961 consumed about 30 per cent less iron ore than in the same 1960 period.

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